

# Employee Engagement

How business leaders create a culture of employee engagement that positively and profitably elevates the bottom line

As former Campbell's Soup CEO, Doug Conant, once said, "To win in the marketplace, you must first win in the workplace." Employee engagement is the key to activating a high performing workforce. Some of the most prominent leaders have talked openly about their struggles and successes in this area. Take the late Steve Jobs for instance - he used this analogy for what builds strong businesses:

"My model for business is the Beatles. They were four guys who kept each other's negative tendencies in check. They balanced each other, and the total was greater than the sum of the parts. And that's how I see business. You know great things in business are never done by one person. They're done by a team of people."

Like the Beatles, engaged teams of people can create incredible performance levels. The more engaged and effective your team feels, the better their performance will be. You'll often hear businesses talk about their Return on Investment - but for us, it's about generating a Return on Engagement.

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## PART ONE

Why employee engagement is so significant to you and your business

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- An insight into why Employee Engagement is so significant to you as a business leader and to the business and its stakeholders.
- The very real benefits of having an engaged workforce.
- The cost to you, the business and your reputation, of not having engaged employees.
- How loving 'em or losing 'em will affect the bottom line.

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## PART TWO

What employee engagement looks and feels like  
[and what it definitely doesn't]

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- Understanding the difference between transactional and transformational leadership - a leadership style that employs rewards and punishment for motivating people and another in which the leader employs charisma and enthusiasm to inspire.
- Why culture change and board behaviours matter - and why businesses that focus on culture are becoming icons for job seekers, especially the future generation of millennials and our future leaders, who place a premium on work-life balance and fulfilment in the workplace.
- Why it's best to avoid the quick fixes and how to side-step the pitfalls.

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### **PART THREE**

#### The key enablers to employee engagement

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- Understanding the four key engagement enablers and why employee engagement is an economic necessity rather than just a buzzword.
- How to apply these enablers in the workplace.
- How to identify the 'make it happen people' in your workplace and the characteristics of the hamsters and the engaged.

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### **PART FOUR**

#### The barriers to engagement and how to overcome them

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- Understanding the four key barriers to engagement - and why organisations don't change because of new systems, processes or structures - they change because the people in the organisation adapt and change too.
- What you need to do to overcome these barriers.
- Identifying who are the 'mood hoovers' and how to handle [and not strangle] them.

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### **PART FIVE**

#### Engagement in action – how to get started

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- Preparing the ground to succeed - cultivating the right conditions so that your people can give their best each day.
- Assessing the current temperature of the business - how 'irresistible' is your organisation?
- Bringing the 'make it happen people' together to deliver the very best results.
- 'Am I walking my talk' - leadership behaviours which have the greatest impact.
- Reward and recognition - and why a 'thank you' can be so much more powerful than a bonus.

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### **THIS ONE-DAY COURSE IS AIMED AT**

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Anyone who wants to improve profitability and develop a high-performing workforce within their organisation - Business Leaders, CEO's, Financial Directors, HR Directors and Managing Directors.

For more information or, to talk about a tailored programme, please contact Chris Cooper at [chris@chriscooper.co.uk](mailto:chris@chriscooper.co.uk)